The Fifth Estate

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Broadcasting Jun 25

53d Year 1984

Cable wins a big one in Supreme Court

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Vol. 106 No. 26

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Latest DBS movements from Hubbard, CBS
Cable victorious in liquor advertising case
Broadcasters find music videos profitable

CASE CLEARED □ Supreme Court votes unanimously that states cannot ban liquor advertising on cable systems. **PAGE 27.**

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leaders among broadcast news personnel," sponsored by *Society of Professional Journalists, Sigma Delta Chi*. KRON-TV San Francisco. Information: SPJ/SDX, 840 North Lake Shore Drive, Chicago, 60611; (312) 649-0211.

Sept. 23—*Academy of Television Arts and Sciences* 36th annual prime time Emmy Awards presentation on CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governors' Ball follows at Century Plaza hotel, Los Angeles.

Sept. 23-25—Third annual Great Lakes Cable TV Expo '84, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Expositidn Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 24—Broadcast management engineering seminar, sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 24-26—*National Cable Television Association* third minority business symposium, "Cable Television: The View From the '80's." Speakers include Bill Daniels, chairman, Daniels & Associates; Frank Biondi, HBO chairman, and Congressman Parren Mitchell (D-Md.). Marbury House hotel, Washington.

■ **Sept. 25**—*International Radio and Television Society* opening newsmaker luncheon. Speaker: Leonard Goldenson, chairman, ABC Inc. Waldorf Astoria, New York. Information: (212) 867-6650.

Sept. 25-27—30th annual "Broadcasters' Clinic," sponsored by *University of Wisconsin-Extension*, Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 28-30—*North Dakota Broadcasters Association* annual convention. Ramada Inn, Grand Forks, N.D.

Sept. 28-30—*Florida Association of Broadcasters* annual fall conference. Sandpiper Bay Resort, Port St. Lucie, Fla.

Sept. 30-Oct. 2—*New Jersey Broadcasters Association* 38th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—*Washington State Association of Broadcasters* annual fall conference. Red Lion Inn, Pasco, Wash.

October

Oct. 1-5—*London Multimedia Market III*. Gloucester hotel, London. Information: LMM, 33 Southhampton Street, London, WC2E 7HQ, London, telephone: 01-240-8676.

Oct. 8-11—First international Music Video Festival of Sanat-Tropez, sponsored by *French Television Channel, TF1*, and *R.S. Communication*, publisher of *Video Club*, French professional magazine. Hotel Byblos, Saint-Tropez, France.

Oct. 10-14—*Women in Communications* national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11-14—*National Black Media Coalition*'s 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Shoreham hotel, Washington.

Oct. 11-14—*Missouri Broadcasters Association* fall meeting. Marriott's Pavillion hotel, St. Louis.

Oct. 12-14—*Illinois News Broadcasters Association* fall convention. Collinsville Hilton, Collinsville, Ill.

Oct. 14-16—*Pennsylvania Association of Broadcasters* annual fall convention. Hershey Motor Lodge and convention center, Hershey, Pa.

Oct. 15-19—*Southern Educational Communications Association* conference and "SECA Center for Instruc tional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16-18—*Mid-America Cable TV* convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

Oct. 19-20—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 21-23—Communications Expo '84, joint conference and national trade show sponsored by *Canadian Association of Broadcasters* and *Western Association of Broadcast Engineers*. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

Oct. 21-24—*North Carolina Association of Broadcasters* fall convention. Marriott, Charlotte, N.C.

Oct. 22-24—*New York State Broadcasters Association's* 30th annual meeting. Americana Inn, Albany, N.Y.

Oct. 24-26—*Ohio Association of Broadcasters* fall convention. New Capitol Square Hyatt, Columbus.

Oct. 25—Presentation of CEBA Awards, honoring excellence in advertising and communications geared to African-American audiences, by *World Institute of Black Communications*. New York Hilton, New York. Information: Linda Bowie, (212) 586-1771.

■ **Oct. 25**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Oct. 26-29—*Texas Association of Broadcasters* engineering conference. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-30—*Texas Association of Broadcasters* management convention. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-Nov. 2—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

Oct. 30-Nov. 1—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

November

Nov. 2—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Nov. 5-13—China Comm '84, exhibition and conference covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Clapp & Poliak International, P.O. Box 70007, Washington, 20088, (301) 657-3090.

Nov. 7-9—*Oregon Association of Broadcasters* fall meeting. Salisham, Lincoln City, Ore.

Nov. 7-9—*Television Bureau of Advertising* annual meeting. Hyatt, Chicago.

Nov. 14—*Ohio Association of Broadcasters* financial management workshop. Columbus Hilton Inn North, Columbus, Ohio.

Nov. 17-20—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 19—International Emmy Award dinner, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York.

■ **Nov. 27**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

December

Dec. 3-6—*American Enterprise Institute* "Public Policy Week." Washington.

Dec. 5-7—Western Cable Show, annual convention of *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—*Radio-Television News Directors Association* 39th international conference and exposition. San Antonio Convention Center, San Antonio, Tex.

Dec. 9-10—*NBC* midseason promotion executives conference. Innisbrook resort, Tarpon Springs, Fla.

Dec. 11-12—*NBC* news promotion workshop. Innisbrook resort, Tarpon Springs, Fla.

■ **Dec. 20**—*International Radio and Television Society* Christmas benefit. Waldorf Astoria, New York.

January 1985

Jan. 5-8—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-14—*NATPE International* 22d annual conference. Moscone Center, San Francisco.

Jan. 11-13—*Florida Association of Broadcasters* annual midwinter conference. Marriott's Casa Marina Resort, Key West, Fla.

Jan. 14-18—*National Association of Broadcasters* winter board meeting. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 16**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Jan. 26-29—*Radio Advertising Bureau*'s Managing Sales Conference. Amfac hotel, Dallas.

Jan. 30-Feb. 1—*Texas Cable Television Association* 25th annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

February 1985

Feb. 3-6—*National Religious Broadcasters Association* 42nd annual convention. Sheraton Washington, Washington.

■ **Feb. 6-11**—*International Radio and Television Society* annual faculty/industry seminar and college conference. Rye Town Hilton, Rye, N.Y.

■ **Feb. 7**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Feb. 15-16—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

March 1985

March 7-9—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

Errata

BROADCASTING's June 4 story on **FCC Commissioner Mimi Dawson's** appearance before the American Women in Radio & Television convention in Chicago erred in quoting her as saying "we [the FCC] certainly **cooperated** [with the administration] in financial interest/network syndication." Laboratory analysis of the hard-to-hear tape reveals that actual phrase as being "we certainly **recall the great** financial interest and syndication matter." (Commissioner Dawson's disavowal of the "cooperated" statement appeared in "Open Mike" June 11.)

□

Top 50 MSO list in June 4 issue listed **Caltec** (number 48) as separate company when in fact it is **owned by Comcast.** Comcast numbers in list included Caltec's subscribers.

□

Securities and Exchange Commission **investigation of CBS employes focuses on series in** *CBS Evening News*, not *60 Minutes* as reported June 4 issue.

□

Director of program development for Showtime, quoted in June 11 "Special Report," **is Harry Chandler.**

□

Local **sweeps report on Detroit** in June 11 issue should have identified **WDIV-TV** as programing *Wheel of Fortune* at 7:30-8 p.m. and not **WXYZ-TV,** which airs *People's Court* during that time period.

ACT honors the best in children's television

Action for Children's Television presented 20 awards for "significant contributions" to TV and radio for young audiences.

In Boston ceremonies, ABC-TV was lauded for its weekend specials, KING-TV Seattle, Wash., for a children-hosted *Flash* magazine show, Claster Television Productions and WOR-TV Secaucus, N.J., for *Romper Room and Friends* and The Behrens Co. for *Kidsworld*.

A public service commendation went to WBZ-TV Boston for *This Secret Should Be Told*, which treated the issue of sexual abuse of young children.

Winning awards for public service announcements were NBC-TV for *One to Grow On*; KDKA-TV Pittsburgh and Family Communications for *Mister Rogers Talks About TV*; WLVI-TV Boston for *Kid Tips*; USA Network for *In a Minute*, and Alabama Power for *Louie the Lightning Bug*.

ABC's Squire Rushnell (l) and Dolores Moore accept award for *ABC Weekend Specials* as Peggy Charren (r) looks on

Public broadcasting awards went to WNET-TV New York, KCET-TV Los Angeles and Satellite Education Services for *Why in the World*; WQED-TV Pittsburgh for *Moving Right Along*; WETA-FM Washington for *Songs Jumping in My Mouth*; WNED-TV Buffalo, N.Y., and Great Plains National for *Reading Rainbow*; TVOntario, Toronto, for *Artscape*, and the Alaska Department of Education for *Sea School*.

Cable television awards went to Warner Amex Satellite Entertainment Co. for *Mr. Wizard's World*; Showtime/The Movie Channel for *Faerie Tale Theater*; The Disney Channel for *Welcome to Pooh Corner*, and Community Action Program, Evansville, Ind., for *The Family Room*. □

NBA gives the week to CBS

Thanks in part to the seventh and final game of the National Basketball Association championship, CBS regained its customary lead in the national prime time ratings for the week ended June 17, coming out ahead with eight of the top 10 programs in the Nielsen National Television Index. In a week when 53 of 66 prime time programs were repeats, CBS recorded a rating of 12.7 and a share of 24, compared to 11.9/22 for ABC and 11.8/22 for NBC.

NBC was first on Monday; ABC won Wednesday, Friday and Saturday; CBS took Tuesday, Thursday and Sunday.

■ As it did the week before, baseball kept ABC in third place on Monday, while a repeat of a made-for-TV movie, *Angel Dusted*, carried NBC into first place with an average 15.9/28. CBS's *Scarecrow & Mrs. King* at 8-9 outdrew NBC's *TV Bloopers & Practical Jokes*, which has happened only twice before since the shows started going head-to-head in January.

■ The seventh and final game of the NBA championship (Los Angeles Lakers vs. Boston Celtics) carried CBS to victory on Tuesday, thus winning a night usually reserved for NBC. The 9-11 portion of the game averaged 19.3/33, noticeably above the 18.1/23 average of the three previous prime time NBA championship games.

■ CBS fell back to third place on Wednesday, pulled down by a three hour repeat broadcast of the theatrical "A Tale of Two Cities," which averaged an 8.9/16 for the evening. ABC came out on top, averaging an 13.9/26 generated by repeats of *Fall Guy* and a made-for-TV movie titled *Tomorrow's Child*.

■ All three networks had their Thursday prime time schedules delayed about 45 minutes for a Presidential press conference, but CBS came back to victory based on repeats of its regular lineup, which averaged 16.6/30. ABC moved back to third place, in part hurt by a one-hour *ABC News Closeup* special on the rise of Syrian war power which averaged a 6.1/11 and was the third lowest rated show of the week.

■ ABC moved back into first place Friday night, winning every half-hour and finishing with an average of 13.2/27 based on repeats of its regular series programing. ABC's *Blue Thunder* in the 9-10 period beat *Dallas* on CBS by 1.8 rating points.

■ ABC came out ahead again with repeats of its regular series lineup of *T.J. Hooker*, *Love Boat* and *Fantasy Island*. CBS came in third, held down by a repeat of the theatrical "The Frisco Kid," which helped deliver the network an average 9.2/18 for the night. Runner-up NBC averaged 9.4/20.

■ CBS's regular Sunday night lineup, led by *60 Minutes*, brought that network into first place with an average 14.7/28. But ABC's *Hardcastle & McCormick*, in the 8-9 period, outdrew NBC's *Knight Rider* by 0.2 of a rating point. ABC averaged 12.3/24 and NBC averaged 9/18 for the night.

Rank	Show	Network	Rating/Share
1.	NBA Championship, game #7	CBS	19.3/33
2.	Simon & Simon	CBS	18.3/31
3.	Trapper John, M.D.	CBS	17.1/31
4.	Angel Dusted	NBC	17.0/29
5.	Magnum P.I.	CBS	16.9/31
6.	20/20	ABC	16.4/32
7.	Newhart	CBS	16.4/28
8.	60 Minutes	CBS	16.2/35
9.	Alice	CBS	16.2/28
10.	Cagney & Lacey	CBS	16.0/28
11.	Facts of Life	NBC	15.6/28
12.	Matt Houston	ABC	15.1/29
13.	One Day at a Time	CBS	15.1/27
14.	The Big Fix	ABC	15.1/27
15.	Cheers	NBC	15.1/26
16.	Tomorrow's Child	ABC	14.7/26
17.	Remington Steele	NBC	14.7/25
18.	Jeffersons	CBS	14.4/26
19.	Family Ties	NBC	14.3/26
20.	Riptide	NBC	14.3/24
21.	Scarecrow & Mrs. King	CBS	14.0/28
22.	A Team	NBC	14.0/28
23.	TV Bloopers and Practical Jokes	NBC	13.7/27
24.	Duck Factory	NBC	13.5/24
25.	Night Court	NBC	13.1/22
26.	St. Elsewhere	NBC	13.0/23
27.	Love Boat	ABC	12.8/26
28.	Webster	ABC	12.8/27
29.	Hart to Hart	ABC	12.6/21
30.	Hill Street Blues	NBC	12.5/24
31.	Gimme A Break	NBC	12.5/24
32.	Fall Guy	ABC	12.4/25
33.	Blue Thunder	ABC	12.3/24
34.	Fantasy Island	ABC	11.9/24
35.	Benson	ABC	11.6/26
36.	Hotel	ABC	11.6/20
37.	Hardcastle & McCormick	ABC	11.3/22
38.	Knight Rider	NBC	11.0/22
39.	Real People	NBC	10.8/22
40.	T.J. Hooker	ABC	10.7/24
41.	Monday Night Baseball	ABC	10.7/19
42.	AfterMash	CBS	10.6/22
43.	Knots Landing	CBS	10.6/21
44.	Dallas	CBS	10.5/20
45.	Family Reunion	NBC	10.5/19
46.	Lottery	ABC	10.5/18
47.	Three's Company	ABC	10.4/20
48.	Diff'rent Strokes	NBC	10.3/24
49.	Silver Spoons	NBC	10.3/23
50.	Mama's Family	NBC	10.1/21
51.	The Frisco Kid	CBS	10.0/30
52.	Dracula	NBC	9.8/19
53.	Not In Front Of the Kids	NBC	9.8/19
54.	Falcon Crest	CBS	9.5/18
55.	Four Seasons	CBS	9.5/18
56.	Foulups, Bleeps & Blunders	ABC	9.1/19
57.	Dukes of Hazzard	CBS	8.9/19
58.	A Tale of Two Cities	CBS	8.9/16
59.	Monday Night Baseball, pre-game	ABC	8.7/18
60.	Rousters	NBC	8.0/16
61.	Master	NBC	7.9/17
62.	Ripley's Believe It Or Not	ABC	7.9/17
63.	Welcome to Paradise	CBS	7.5/15
64.	Rise of Syria	ABC	6.1/11
65.	Mama Malone	CBS	5.1/12
66.	Father Murphy	NBC	3.9/9

*Indicates premiere episode

INTV reveals indies' share of national spot

New data uses 15 markets to project quarterly estimates of spending; for Jan.-March, indies got 42% of total expenditures, or $339,701,000

Another effective weapon was given independent TV stations for their fight with network-affiliated outlets for a larger share of the national spot pie. It came last week from the Association of Independent Television Stations in fulfillment of a promise made at last winter's INTV convention to provide quarterly breakouts of national advertising dollars being spent with independents (BROADCASTING, Jan. 23).

The new sales data, provided by Broadcast Advertisers Reports (BAR) Barcume, is based on a special 15-market tabulation for the January-March 1984 period that is projected to estimates for all markets.

Among the findings (see charts, pages 64-65):

■ The top 25 independent station national advertisers, as reported by the Television Bureau of Advertising, spent $151,975,000 with indies in the first quarter of this year, placing an average of 59% of their total spot TV outlays. The list is headed by Procter & Gamble with $34,699,000 (68% of P&G's spot total of $51,028,000).

■ In another perspective, TVB's 25 leaders in total spot buying are presented with a projection of the independents' share by dollar and percent. Those advertisers averaged 54% of their total expenditures with independents in the first quarter.

■ A third list offers TVB's total spot expenditures in the 20 leading product categories with BAR projections of the independents' shares. It credits independents with $339,701,000, or 42% of the $809,965,000 total spot expenditures.

The 15 markets used to estimate independent shares are New York, Chicago, Los Angeles, Philadelphia, San Francisco, Washington, Dallas, Tampa-St. Petersburg (Fla.), St. Louis, Denver, Indianapolis, Nashville, New Orleans, Norfolk (Va.) and Albuquerque (N.M.)—representative of BAR's 75-market universe. They represent 42% of the TV homes of the top 75 markets and 45% of the TV advertising volume, according to INTV.

The association also said the average independent share of spot TV for all advertisers in the 15-market universe is 39%. This figure, INTV added, may be somewhat inflated because BAR cost estimates do not distinguish between barter and paid spot TV advertising.

Howard Kamin, INTV vice president and director of marketing, last week hailed the start of the new service as a valuable addition to "the growing arsenal" of sales aids that have been made available by the association since 1977. He added that the spot TV advertisers' allocation of dollars to independent stations underscores the conviction that "people watch programs, not stations."

In making the original announcement last January, INTV President Herman Land noted that advertisers had kept quiet about how much they spend on independent television, "in part because they feel they have a competitive edge in doing so," a situation that is being rectified by the new quarterly figures.

In the commercial TV universe, there are 193 independent stations and 623 network-affiliated outlets, according to INTV. □

Top 25 spot TV advertisers independent station usage January-March 1984

Company	*Total spot TV expenditures ($000)*	*Independent share of spot TV (%)*	*Independent expenditures ($000)*
1. Procter & Gamble	51,028	68	34,699
2. General Mills	16,259	79	12,845
3. Lever Bros.	15,293	35	5,353
4. General Foods	14,860	59	8,787
5. Pepsico	13,806	43	5,937
6. A.H. Robins	12,096	55	6,653
7. Nissan Motors	11,771	33	3,884
8. Warner-Lambert	10,906	81	8,834
9. Time Inc.	10,737	54	5,798
10. Toyota Motor Sales	10,619	38	4,035
11. Ford Motors	9,872	28	2,764
12. Mars Inc.	9,690	63	6,105
13. Dart & Kraft	8,944	45	4,025
14. General Motors	8,652	27	2,336
15. Kellogg Co.	8,530	75	6,398
16. Anheuser-Busch	8,391	83	6,965
17. American Home Prod.	8,280	50	4,140
18. Coca-Cola Co.	7,582	54	4,094
19. Nabisco Brands	7,182	49	3,519
20. Colonial Penn Group	6,766	43	2,909
21. Beatrice Foods	5,892	22	1,296
22. Richardson-Vicks	5,723	43	2,461
23. Trans World Corp.	5,719	18	1,029
24. Triangle Pubs.	5,516	59	3,254
25. MCI Communications	5,496	31	1,704
Top 25	$279,610	54%	$149,824

Source: Barcume, January-March 1984; BAR Special 15-market tabulation for independent shares

Severino says networks deserve more ad support for controversial fare

ABC-TV president tells consumer press television needs backing of advertisers to avoid 'bland' shows

ABC Television President John C. Severino urged advertisers and television critics to support the network's risk-taking programming and criticized the former for avoiding. Severino, speaking to reporters during the semiannual Consumer Press Tour at the Century Plaza hotel (BROADCASTING, June 18), said the broadcast networks are sometimes rightfully charged with blandness, "yet when we attempt to do something different, when we attempt to take a risk, when we attempt to do something unique, the advertisers run for cover and don't support us, and they are some of the very people who criticize us for being bland."

During a question-and-answer session, Severino said progress has been slow in convincing potential sponsors to support risk-taking programs, citing *The Day After* and *Something About Amelia*.

"I'm going to ask the advertising community to support us and I'm going to ask you [journalists] to help us get the advertising community to support us," he said. "In order to get the vitality that this medium can deliver, we need that support of the advertising community. We've got to avoid the blandness, and I ask for your support in that area."

Other "risk-taking" ABC ventures named by Severino were the mini-series *Winds of*

Severino

War (and its successor, *War and Remembrance*), canceled series *a.k.a. Pablo* and *Two Marriages*, plus the upcoming series, *Call to Glory* (previously titled *Air Force*) and *Jessie*. The network executive also labeled the summer and winter Olympic games "risk-taking" ventures.

"We'll be there in 1988 from Calgary [for the winter games] despite all the prophets of gloom, and I guarantee you that, too, will be a success," Severino emphasized. "I think once the summer Olympic games begin and this American kid and that American kid is a gold medal winner here and a silver medal winner there, and the momentum begins to build. . . I think it's going to be such that the ratings will be higher than we anticipated."

Severino disclosed that "there are occasions where we think there may be a three-, four-, five-, or even 11-minute window" for late local newscasts within ABC's summer games coverage. He said no final decision had yet been made on local news windows by ABC, but acknowledged that the topic has generated keen interest among affiliates. Severino also noted that the cutaways will be at random times, depending on which events are being highlighted at the time.

The summer games are "99% sold out, without having guaranteed anything" to advertisers, according to Severino. "[But] we're not in the business of antagonizing clients. If the [summer games] rating level weren't there—and again I don't think that's going to be the case; if anything I think the rating levels are going to be higher—but if for some unforeseen circumstances the rating level were lower than we anticipated we would then take whatever steps we deem necessary to help those advertisers." Severino said that, to his knowledge, ABC's insurance coverage of the event "only becomes in effect if we do not make a profit; it has nothing to do with ratings."

Severino said the network's summer Olympics coverage will be used as a "springboard" for the promotion of the new serial drama, *Call to Glory*, which will premiere immediately following the Olympics as a two-hour pilot at 8-10 p.m. NYT on Monday, Aug. 12. The new series will run in the 8-9 p.m. slot for "five or six" Mondays and could result in the rescheduling of *Streethawk*, currently set for the time period, "if the program works." The Olympics will be used to promote fall shows. □

Top 25 independent station national advertisers
First quarter 1984

Company	*Independent expenditures (000's)*	*Independent's share of spot TV expenditures (%)*
Procter & Gamble	$ 34,699	68
General Mills	12,845	79
Warner-Lambert	8,834	81
General Foods	8,767	59
Anheuser-Busch	6,965	83
A.H. Robins	6,653	55
Kellogg Co.	6,398	75
Mars Inc.	6,105	63
Pepsico	5,937	43
Time Inc.	5,798	54
Lever Bros.	5,353	35
American Home Prod.	4,140	50
Coca-Cola	4,094	54
Toyota Motor Sales	4,035	38
Dart & Kraft	4,025	45
Nabisco	3,519	49
Reynolds Metals	3,296	64
Triangle Publications	3,227	59
Wrigley, Wm. Jr.	2,789	72
Colgate-Palmolive	2,733	53
Esmark	2,545	56
Gillette	2,385	82
Bristol-Myers	2,382	58
Philip Morris	2,328	43
ITT Corp.	2,123	40
Top 25	$151,975	59

Source: Barcume, January-March 1984; BAR special 15-market tabulation for independent share.

Top 20 spot TV categories
independent station usage
January-March 1984

Company	*Total spot TV expenditures ($000)*	*Independent share of spot TV (%)*	*Independent expenditures ($000)*
1. Food & food products	183,757	44	80,853
2. Automobiles	135,507	30	40,652
3. Confectionary & soft drinks	51,312	58	29,761
4. Toiletries & toilet goods	48,948	52	25,453
5. Travel, hotels & resorts	48,794	20	9,759
6. Proprietary medecine	44,851	55	24,668
7. Consumer services	42,670	25	10,668
8. Publishing & media	37,215	43	16,002
9. Soaps, cleaners & polishes	32,636	56	18,276
10. Household equip. & supplies	29,223	47	13,753
11. Beer & wine	28,016	48	13,448
12. Insurance	22,018	43	9,468
13. Apparel, footwear & accessories	20,929	47	9,837
14. Gasoline, lubricants & other fuels	17,231	30	5,169
15. Home electronics equipment	15,843	58	9,189
16. Pet foods & supplies	13,152	43	5,655
17. Office equipment, computers & copiers	11,747	23	2,702
18. Sporting goods & toys	10,343	82	8,481
19. Agriculture & farming	8,537	16	1,366
20. Jewelry, optical goods & cameras	7,236	63	4,559
Top 20	$809,965	42%	$339,701

Source: Barcume, January-March 1984; BAR special 15-market tabulation for independent shares

from television and radio. The Tampa Bay franchise will derive around $1 million of its total 1984 revenues of $6.5 million from the sale of cable, broadcast (ABC and WTOG[TV] Tampa Bay, which televised some away games locally) and international television rights. Primarily because of the increases in rights payments from ESPN and ABC, he said, the franchise expects its total rights revenue to jump to $2.25 million in 1985. □

Arbitron and Nielsen rank cable penetration

Each of the two major rating services has released market-by-market cable penetration figures as of May. Arbitron and Nielsen made separate measurements during the May sweeps and each came up with slightly different numbers for the total penetration of cable in the U.S.

Arbitron earlier estimated that total cable penetration in the U.S. is 40%, or 33,572,000 television households—up from 39%, or 32,546,800 television households last February. Nielsen estimated that total U.S. cable penetration is 42.5%, or 35,783,000 television households —compared to 41.2%, or 34,740,300 homes in February ("Cablecasting," June 4).

The two services also differ as to the highest cable penetrated market in the country, in part because Arbitron uses Area of Dominant Influence (ADI) and Nielsen uses Designated Market Area (DMA) to base their measurements. Arbitron estimates the leader is Palm Springs, Calif., which has 85% penetration of its 43,700 cable households. (Nielsen includes Palm Springs under its Los Angeles DMA). Nielsen, on the other hand, estimates the highest cable penetrated market is San Angelo, Tex., at 85%—which Arbitron ranks as the second highest penetrated market (84%). On the low end, Arbitron estimates that Minneapolis-St. Paul, at 15%, is the lowest cable penetrated market, and Nielsen also has it last, but at 16%.

Market	% penetration Nielsen	Arbitron
Abilene-Sweetwater, Tex	69	63
Ada-Ardmore, Okla	52	48
Albany, Ga	49	54
Albany-Schenectady-Troy, N Y	56	54
Albuquerque-Farmington N M	42	44
Alexandria, La	55	55
Alexandria, Minn	34	29
Alpena, Mich	52	49
Amarillo, Tex	66	67
Anchorage	26	
Atlanta	38	36
Augusta, Ga	43	41
Austin, Tex	57	52
Bakersfield, Calif	68	65
Baltimore	26	20
Bangor, Me	36	31
Baton Rouge	54	56
Beaumont-Port Arthur, Tex	44	46
Beckley-Bluefield-Oak Hill, W Va	72	68
Bend, Ore	59	55
Billings-Hardin, Mont	50	51
Biloxi-Gulfport-Pascagoula, Miss	71	76
Binghamton, N Y	64	64
Birmingham-Anniston, Ala	45	40
Boise, Idaho	35	32
Boston-Manchester-Worcester	36	32
Bristol, Va-Kingsport, Johnson City, Tenn	51	50
Buffalo, N Y	55	47
Burlington, Vt-Plattsburgh, N Y	49	43
Butte, Mont	59	
Casper-Riverton, Wyo	69	72
Cedar Rapids-Waterloo, Dubuque, Iowa	42	40
Champaign-Springfield-Decatur, Ill	60	62
Charleston, S C	46	46
Charleston-Huntington, W Va	62	62
Charlotte, N C	38	35
Chattanooga	45	44
Cheyenne, Wyo-Scottsbluff, Neb-Sterling, Colo	68	71
Chicago	23	20
Chico-Redding, Calif	61	54
Cincinnati	37	39
Clarksburg-Weston, W Va	72	60
Cleveland-Akron	42	39
Colorado Springs-Pueblo	46	40
Columbia-Jefferson City, Mo	45	39
Columbia, S C	43	42
Columbus, Ga	51	52
Columbus-Tupelo, Miss	47	45
Columbus, Ohio	49	46
Corpus Christi, Tex	53	53
Dallas-Fort Worth	36	31
Davenport, Iowa-Rock Island, Moline, Ill	52	50
Dayton, Ohio	52	48
Denver	31	30
Des Moines-Ames, Iowa	42	39
Detroit	29	24
Dothan, Ala	47	44
Duluth, Minn-Superior, Wis	42	37
El Paso	51	47
Erie, Pa	55	53
Eugene, Ore	64	62
Eureka, Calif	70	70
Evansville, Ind	47	44
Fairbanks, Alaska	39	
Fargo-Valley City, N D	49	46
Flint-Saginaw-Bay City, Mich	44	37
Florence, S C	44	45
Fresno, Calif	34	29
Ft Myers-Naples, Fla	69	65
Ft Smith, Ark	61	57
Ft Wayne, Ind	41	35
Gainesville, Fla	61	63
Glendive, Mont	64	70
Grand Junction-Montrose, Colo	56	52
Grand Rapids-Kalamazoo-Battle Creek, Mich	47	43
Great Falls, Mont	55	56
Green Bay, Wis	38	39
Greensboro-Winston Salem-High Point, N C	38	38

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Market	% penetration Nielsen	Arbitron
Greenville-New Bern-Washington, N.C.	46	43
Greenville-Spartanburg, S.C.-Asheville, N.C.	39	34
Greenwood-Greenville, Miss.	66	67
Harlingen-Weslaco, Tex.	44	
Harrisburg-York-Lancaster-Lebanon, Pa.	56	53
Harrisonburg, Va.	46	43
Hartford-New Haven, Conn.	59	57
Hattiesburg-Laurel, Miss.	44	49
Honolulu	63	
Houston	43	38
Huntsville-Decatur-Florence, Ala.	47	42
Idaho Falls-Pocatello	50	50
Indianapolis	45	41
Jackson, Miss.	47	44
Jackson, Tenn.	54	51
Jacksonville, Fla.	52	48
Johnstown-Altoona, Pa.	71	71
Jonesboro, Ark.	57	55
Joplin, Mo.-Pittsburg, Kan.	47	43
Kansas City, Mo.	45	38
Knoxville, Tenn.	44	46
La Crosse-Eau Claire, Wis.	50	45
Lafayette, Ind.		66
Lafayette, La.	51	50
Lake Charles, La.	56	53
Lansing, Mich.	48	45
Laredo, Tex.	78	83
Las Vegas	30	23
Lexington, Ky.	55	56
Lima, Ohio	69	64
Lincoln-Hastings-Kearney, Neb.	51	48
Little Rock-Pine Bluff, Ark.	45	43
Los Angeles-Palm Springs	31	27
Louisville, Ky.	45	41
Lubbock, Tex.	53	50
Macon, Ga.	57	58
Madison, Wis.	42	38
Mankato, Minn.	58	56
Marquette, Mich.	74	68
Mason City, Iowa-Austin-Rochester, Minn.	44	44
Medford-Klamath Falls, Ore.	60	56
Memphis	39	40
Meridian, Miss.	44	43
Miami-Ft. Lauderdale	40	39
Milwaukee	29	24
Minneapolis-St. Paul	16	15
Minot-Bismarck-Dickinson, N.D.	52	52
Missoula-Butte, Mont.	52	
Mobile, Ala.-Pensacola, Fla.	51	47
Monroe, La.-El Dorado, Ark.	49	53
Monterey-Salinas, Calif.	71	71
Montgomery, Ala.	50	48
Nashville-Bowling Green, Ky.	37	34
New Orleans	47	51
New York	33	32
Norfolk-Portsmouth-Newport News-Hampton, Va.	46	47
North Platte, Neb.	47	47
Odessa-Midland-Monahans, Tex.	73	73
Oklahoma City	49	44
Omaha	49	44
Orlando-Daytona Beach, Fla.	53	51
Ottumwa, Iowa-Kirksville, Mo.	53	38
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	47	43
Panama City, Fla.	50	52
Parkersburg, W. Va.	76	75
Peoria, Ill.	57	58
Philadelphia	42	41
Phoenix-Flagstaff, Ariz.	34	31
Pittsburgh	59	56
Portland-Poland Spring, Me.	51	42
Portland, Ore.	39	35
Presque Isle, Me.	62	55
Providence, R.I.-New Bedford, Mass.	34	32
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	46	42
Raleigh-Durham, N.C.	41	41
Rapid City, S.D.	55	53
Reno	62	59
Richmond-Petersburg-Charlottesville, Va.	42	39
Roanoke-Lynchburg, Va.	44	45
Rochester, I.-	47	44
Rockford, Ill.	53	51
Roswell, N.M.	68	72
Sacramento-Stockton, Calif.	31	30
Salisbury, Md.	64	56
Salt Lake City	32	28
San Angelo, Tex.	85	84
San Antonio-Victoria, Tex.	57	57
San Diego	66	62
San Francisco-Oakland, Calif.	47	45
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	79	83
Savannah, Ga.	49	49
Seattle-Tacoma	49	45
Shreveport, La.	47	47
Sioux City, Iowa	43	42
Sioux Falls-Mitchell, S.D.	45	40
South Bend-Elkhart, Ind.	37	32
Spokane, Wash.	49	48
Springfield-Holyoke, Mass.	55	52
Springfield, Mo.	35	33
St. Joseph, Mo.	55	59
St. Louis	34	30
Syracuse-Elmira, N.Y.	59	54
Tallahassee, Fla.-Thomasville, Ga.	51	53
Tampa-St. Petersburg-Sarasota, Fla.	41	36
Terre Haute, Ind.	42	42
Toledo, Ohio	50	44
Topeka, Kan.	64	59
Traverse City-Cadillac, Mich.	39	33
Tucson, Ariz.	31	34
Tulsa, Okla.	53	49
Twin Falls, Idaho	58	57
Tyler, Tex.	60	58
Utica, N.Y.	66	67
Victoria, Tex.	70	71
Waco-Temple, Tex.	61	63
Washington-Hagerstown, Md.	20	19
Watertown, N.Y.	53	55
Wausau-Rhinelander, Wis.	34	31
West Palm Beach-Ft. Pierce, Fla.	59	57
Wheeling, W. Va.-Steubenville, Ohio	64	62
Wichita Falls, Tex.-Lawton, Okla.	64	62
Wichita-Hutchinson, Kan.	61	54
Wilkes Barre-Scranton, Pa.	69	67
Wilmington, N.C.	46	43
Yakima, Wash.	54	52
Youngstown, Ohio	47	43
Yuma, Ariz.-El Centro, Calif.	70	72
Zanesville, Ohio	70	67

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(20%). They purchased station in 1982 for $714,000. They have no other broadcast interests. Buyer is owned by Urban J. Endres and R.W. Andrews equally. Andrews has auto dealership in Rockwall, Tex. Endres is Muenster, Tex., investor. Neither have other broadcast interests. Filed June 14.

■ KNAK(AM) Delta, Utah (540 khz, 1 kw-D)—Seeks assignment of license from L. John Miner to Pahvant Valley Broadcasting Inc. for $200,000, comprising $50,000 cash, assumption of note of $59,000 and remainder note. Seller's wife, Julie, owns KDXU(AM)-KZEZ(FM) St. George, Utah, his son, William, and Lawrence own KFMJ(FM) Grants Pass, Ore., and LPTV in St. George. Buyer is owned by Alan M. Roper, hardware/lumber store in Philmore, Utah (25%); Neil R. Dutson, real estate developer in Delta (25%); Darrell S. Lester, retired comptroller (30%), and James L. Fletcher, GM of KNAK (20%). They have no other broadcast interests. Filed June 13.

Facilities Changes

Applications

AM's

Tendered

■ WRUS (610 khz) Russelsville, Kan.—Seeks CP to change hours of operation by adding night service, install DA-N and change TL. App. June 18.

■ WTBQ (1110 khz) Warwick, N.Y.—Seeks mod. of lic. to change SL. App. June 15.

■ KTNX (1230 khz) Elmira, N.Y.—Seeks CP to change freq. to 1200 khz, change city of lic. to Southport, N.Y., increase power to 1 kw N, 5 kw D, install DA and make changes in ant. sys. App. June 19.

■ KDJW (1010 khz) Amarillo, Tex.—Seeks CP to make changes in ant. sys. and chang. TL. App. June 18.

■ WOKL (1050 khz) Eau Claire, Wis.—Seeks CP to change city of lic. to Altoona, Wis., increase power to 5 kw and install DA-D. App. June 18.

Accepted

■ KTNX (1080 khz) Anchorage—Seeks CP to change TL. App. June 19.

■ WPCK (1290 khz) West Palm Beach, Fla.—Seeks MP to change D-A pattern (nightime). App. June 15.

■ WIYN (1360 khz) Rome, Ga.—Seeks CP to make changes in ant. sys. & incr. height of tower. App. June 14.

■ WUCO (1270 khz) Marysville, Ohio—Seeks mod. of lic. to change SL. App. June 14.

■ WTIP (1240 khz) Charleston, W.Va.—Seeks CP to make changes in ant. sys. App. June 15.

FM's

Tendered

■ KLSS (106.1 mhz) Mason City, Iowa—Seeks CP to change TL, change ERP to 100 kw, change HAAT to 1,000 ft. and make changes in ant. sys. App. June 18.

■ KWED (105.3 mhz) Seguin, Tex.—Seeks CP to change TL, change ERP to 93.9 kw, change HAAT to 1,122 ft. and make changes in ant. sys. App. June 13.

Accepted

■ WELR (102.3 mhz) Roanoke, Ala.—Seeks CP to change ERP to 2.9 kw and change freq. to 102.3 mhz. App. June 19.

■ KENY (101.7 mhz) Soldotna, Ark.—Seeks CP to change TL and change HAAT to 266 ft. App. June 13.

■ KEZY (95.9 mhz) Anaheim, Calif.—Seeks CP to change TL, change HAAT to 328 ft. and change ERP to 2.4 kw. App. June 13.

■ WGLF (96.9 mhz) Tallahassee, Fla.—Seeks CP to change TL, change HAAT to 326 M and changes in ant. sys. App. June 18.

■ WAJX (98.3 mhz) Titusville, Fla.—Seeks CP to change HAAT to 328 ft. App. June 13.

■ WEAT (104.5 mhz) West Palm Beach, Fla.—Seeks CP change TL and change HAAT to 1,250 ft. App. June 19.

■ WYFE (95.3 mhz) Winnebago, Ill.—Seeks CP to change ERP to 1.23 kw. App. June 19.

■ WLTS (105.3 mhz) Slidell, La.—Seeks CP to change HAAT to 902 ft. App. June 15.

■ *KOPN (89.5 mhz) Columbia, Mo.—Seeks CP to change TL, change ERP to 20 kw and change HAAT to 219 ft. App. June 19.

■ KTUF (98.3 mhz) Kirksville, Mo.—Seeks CP to change ERP to 1.55 kw and change HAAT to 456 ft. App. June 19.

■ KBBZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change SL. App. June 15.

■ KEER (97.1 mhz) Las Vegas—Seeks CP to changes in ant. sys., install aux. sys., change TL, change ERP to 15.0 kw and change HAAT to 1,811 ft. App. June 19.

■ WEVD (97.9 mhz) New York—Seeks CP to change ERP to 7.76 kw. App. June 15.

■ WPLJ (95.5 mhz) New York—Seeks CP to change ERP to 6.3 kw and change HAAT to 1,331 ft. App. June 19.

■ WGGN (97.7 mhz) Castalia, Ohio—Seeks CP to change TL and change HAAT to 375 ft. App. June 15.

■ WKKI (94.3 mhz) Celina, Ohio—Seeks CP to change ERP to 1.2 kw and change HAAT to 448 ft. App. June 15.

■ KQTZ (105.9 mhz) Hobart, Okla.—Seeks CP to change ERP to 100 kw and make changes in ant. sys. App. June 13.

■ WWDM (101.3 mhz) Sumter, S.C.—Seeks CP to change TL; change HAAT to 1,364 ft. and change ERP to 100 kw. App. June 13.

■ WQQK (92.1 mhz) Hendersonville, Tenn.—Seeks CP to change SL. App. June 15.

■ KJIM (94.9 mhz) Fort Worth, Tex.—Seeks CP to change coordinates. App. June 15.

■ KBCB (99.1 mhz) Corpus Christi, Tex.—Seeks CP change ERP to 97 kw and make changes in ant. sys. App. June 13.

■ KOOV (103.1 mhz) Copperas Cove, Tex.—Seeks CP change ERP to 1.82 kw and change HAAT to 415.8 ft. App. June 13.

■ WKMY (100.9 mhz) Princeton, W.Va.—Seeks CP to change HAAT to 689 ft. App. June 19.

■ WVSR (102.7 mhz) Charleston, W.Va.—Seeks CP change HAAT to 402.6 ft. App. June 19.

■ WROE (94.3 mhz) Neenah-Menasha, Wis.—Seeks CP change ERP to 2.9 kw. App. June 13.

TV

Accepted

■ WTGS (ch. 28) Hardeeville, S.C.—Seeks MP to change to ERP vis. to 1,698 kw, aur. to 169.8 kw and change HAAT to 792 ft. App. June 13.

Summary of broadcasting as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Actions

AM's

■ KNIX (1580 khz) Tempe, Ariz.—Granted app. to increase power level to 50 kw. Action June 6.

■ KIQI (1010 khz) San Francisco—App. returned for change in hours of operation to unlimited by adding night service with 2.5 kw, install DA-2 and make changes in ant. sys. Action April 2.

■ WBPA (1460 khz) Elkhorn City, Kan.—Granted app. to increase power to 5 kw. Action June 11.

■ WKIX (850 khz) Raleigh, N.C.—Granted app. mod. of lic. to change SL and to operate transmitter by remote control. Action May 2.

■ WNLA (1380 khz) Indianola, Miss.—Granted app. to construct new ant. and change TL. Action June 7.

■ WJON (1240 khz) St. Cloud, Minn.—Granted app. to make changes in ant. sys. and increase TPO. Action June 11.

■ KHOB (1390 khz) Hobbs, N.M.—Granted app. for mod. of lic. to change SL and operate by remote control. Action June 7.

■ WBNX (1380 khz) New York—Granted app. to change hours of operation from shared time to unlimited time. Action June 11.

■ WHLO (640 khz) Akron, Ohio—Granted app. to increase power to 5 kw and change directional pattern. Action June 6.

■ WUCO (1270 khz) Marysville, Ohio—Granted app. for mod. of lic. to change SL and to operate by remote control. Action June 12.

■ KLIQ (1290 khz) Lake Oswego, Ore.—Granted app. for mod. of lic. to change SL and operate by remote control. Action June 7.

■ WGFW (1580 khz) Morovis, P.R.—Granted app. to increase power to 2.5 kw. Action June 11.

■ WEAN (790 khz) Providence, R.I.—Granted app. to make changes in ant. sys. and change from DA-2 operation to DA-N. Action June 6.

■ KDXU (1450 khz) St. George, Utah—Granted app. to change TL. Action June 6.

■ KCVL (1270 khz) Colville, Wash.—Granted app. to add night service with 250 kw, change freq. to 1240 khz, and make changes in ant. sys. Action June 11.

■ KCLK (1430 khz) Clarkston, Wash.—App. returned to change city of lic. to Asotin, Wash., add night service with 1 kw, increase day power to 5 kw, install DA-2, change TL and make changes in ant. sys. Action June 11.

FM's

■ KHTN (92.1 mhz) Placerville, Calif.—Granted app. change TL and changes in ant. sys. Action May 25.

■ *WKGC (90.7 mhz) Panama City, Fla.—Granted app. to change ERP to 100.0 kw. Action June 7.

■ *WVGS (91.9 mhz) Statesboro, Ga.—Granted app. to change freq. to 91.9 mhz and change ERP to 1.00 kw. Action June 8.

■ KVCL (92.1 mhz) Winfield, La.—Dismissed app. to make changes in ant. sys. Action June 1.

■ KCIL (107.5 mhz) Houma, La.—Granted app. change freq. to 107.5 mhz; change TL; change ERP to 100 kw; change HAAT to 655 ft. and make changes in ant. sys. Action June 6.

■ WTKS (102.3 mhz) Bethesda, Md.—Granted app. to change TL, to change ERP to 1.12 kw and to change HAAT to 480 ft. Action June 7.

■ WSHN (100.1 mhz) Fremont, Mich.—Granted app. to make changes in ant. sys., change ERP to 2.0 kw and change HAAT to 355 ft. Action June 7.

■ WYXX (96.1 mhz) Holland, Mich.—Granted app. to change TL; change ERP to 20 kw, change HAAT to 500 ft. and make changes in ant. sys. Action June 6.

■ WXYY (106.1 mhz) Wilson, N.C.—Granted app. to change TL; change ERP to 89 kw; change HAAT to 1,370 ft. and make changes in ant. sys. Action June 6.

■ WDZD (93.5 mhz) Shallotte, N.C.—Granted app. for mod. of lic. to change SL. Action June 7.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Denied app. to change SL. Action June 11.

■ WYMJ (103.9 mhz) Beavercreek, Ohio—Granted app. change TL; change ERP to 1.50 kw; change HAAT to 495 ft. and make changes in ant. sys. Action June 6.

■ KCMA (106.1 mhz) Owasso, Okla.—Returned app. to change TL. Action June 11.

■ WBRQ (97.7 mhz) Cidra, P.R.—Dismissed app. to